RITTENHOUSE

BELL TRANSFORMERS

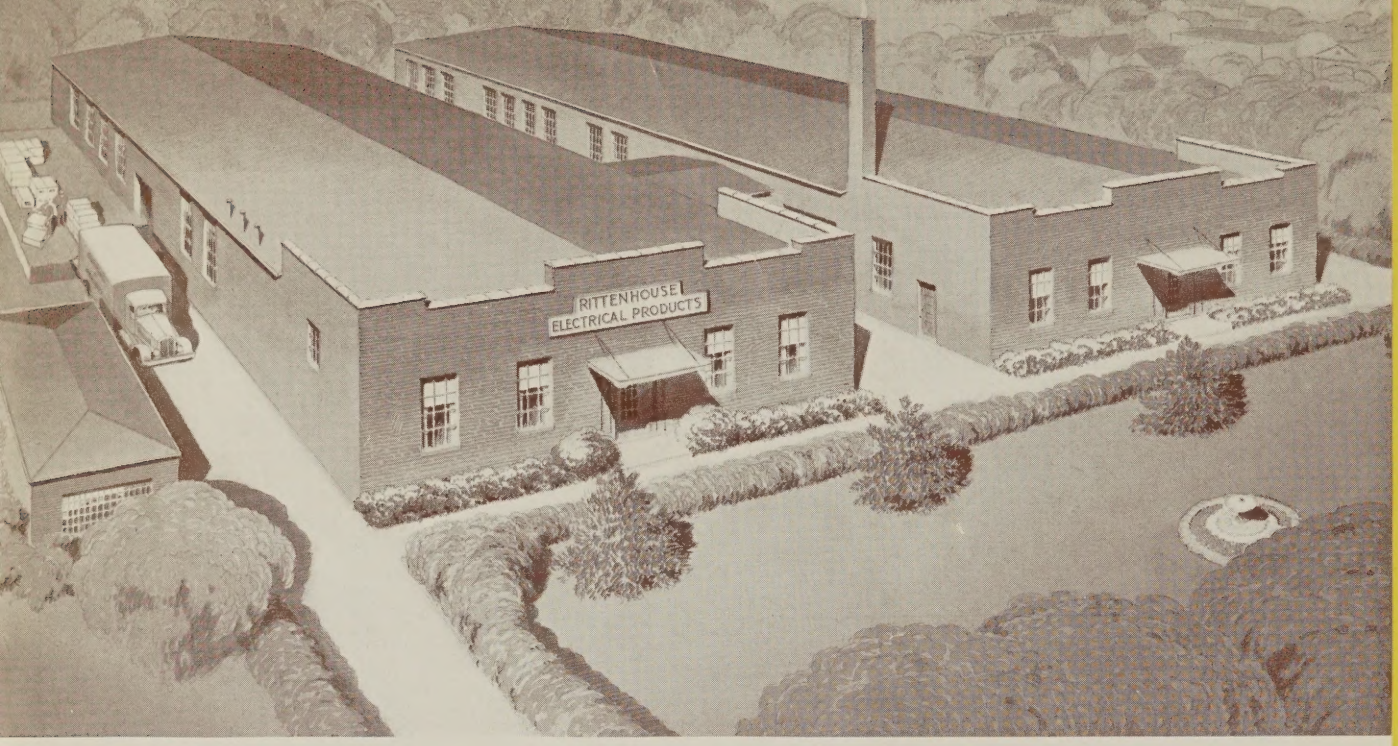
SIGNALLING TRANSFORMERS

TOY TRANSFORMERS

SPECIAL TRANSFORMERS

ELECTRIC DOOR CHIMES

THE A. E. RITTENHOUSE COMPANY, INC., HONEOYE FALLS, N. Y. (EST. 1903)



Rittenhouse Plant at Honeoye Falls, New York

A STORY OF PROGRESS

SINCE its beginning in 1903, the history of The A. E. Rittenhouse Company has been one of steady progress and achievement. Founded by Arthur E. Rittenhouse, the company first became noted as a manufacturer of a new type of bell-ringing transformer to replace the common dry batteries then in general use for the ringing of doorbells.

The trade was quick to appreciate the merits of this product and gradually other types of small transformers and electrical equipment were developed and added to the line. These transformers have long since become the standard of quality throughout the industry.

Rittenhouse engineers work constantly in the development of new ideas, new designs —new and better methods of construction. Typical among these developments is the Outlet Box Type of bell-ringing transformer. This transformer was originated and introduced by the Rittenhouse Company in 1926 and soon revamped transformer and wiring practice. Realizing the advantages of this type of transformer from a fire prevention standpoint, authorities in many cities now do not permit the use of any other type of bell-ringing transformer.

One of the more recent developments has been the now famous Rittenhouse Electric Door Chimes. Even though developed and placed on the market during the depression years of the early 30's, the public acceptance and demand for these chimes was immediate. Since then this demand has rapidly and steadily increased so that the Rittenhouse Company continues to enjoy an enviable position of leadership in this field.

To this story of success we attribute the basic policy of our company. One—to manufacture products only of a quality such that we are proud to sign to them the name of Rittenhouse. Two—to market these products at the lowest possible price consistent with the maintenance of these standards of quality.

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RITTENHOUSE ELECTRIC DOOR-CHIMES

Every week thousands of Rittenhouse Chimes are being installed in homes throughout the country. There must be a reason for this great nation-wide public acceptance for a product—and there is.

In every industry there is a pioneer who leads the way. Rittenhouse foresaw the possibilities for an electric door chime of the right design if it could be made to sell at a price within reach of the volume market. Rittenhouse engineers spent years developing such a chime before the now famous President Model tubular chimes were made available to the public.

Before marketing it, the product had to be right. It had to have a simple, "fool-proof" mechanism capable of life-long operation. It had to be easy to install. It had to have a soft, pleasing, yet clearly audible tone. It had to be attractive in appearance. And yet with all these requirements it had to sell at a popular price. How well this job was done is evidenced by the continually increasing sales of Rittenhouse Chimes.

There is more to the sale of a chime than the profit involved on the individual transaction. When you sell Rittenhouse Chimes you are sure of satisfied customers—of repeat sales. This, because you know the product is made right and backed up by the money-back guarantee of a manufacturer with a reputation of 35 years' standing for making quality electrical products.

RITTENHOUSE Softone Bar Chimes

Licensed U. S. Patents 1994559-1994560

These chimes are priced with the lowest, yet they are very attractive in design and have a tone that is unequaled by many chimes selling for considerably more.

SOFTONE MODEL R

Produces a medium pitch tenor note. Operates on any good doorbell transformer or on ordinary dry batteries. Attractively finished in Cameo Cream with a gold finished chime bar.

SOFTONE MODEL S

Produces a pleasing deep baritone note. It is similar in appearance to the Type R except that it has a longer resonance chamber and chime bar. Operates on any good doorbell transformer or dry batteries. Same finish as Model R.

SOFTONE MODEL T
DOUBLE HARMONY CHIME

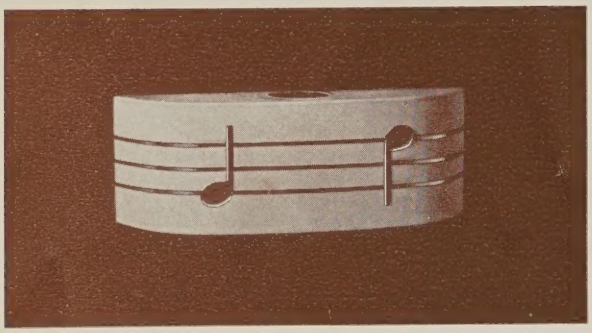
Strikes two harmonizing notes simultaneously. Particularly fine tone quality and volume. While it will operate on a good door-bell transformer, we recommend our special PO transformer where increased volume is desired. Same finish as Model R.

SCHEDULE A

Model	St'd. Pkg.	Shipping Wt. Lbs.	List Price
R	20	16	$1.00
S	20	22	1.95
T	20	33	3.75

SOFTONE MODELS MAY BE ASSORTED TO MAKE UP STANDARD PACKAGE QUANTITY.

ENCLOSED BAR TYPE CHIMES



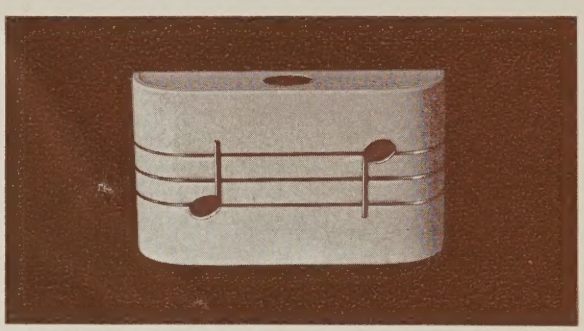
CHIME JUNIOR

A single note bar type chime that is particularly suited for maid's calls, signals in doctor's offices, additional door calls, etc. Operates on any good bell transformer of 8 to 10 volts or on batteries. It may be used alone as a door call in small apartments, however, we recommend the louder President or Sentinel models for general door call service. Beautifully finished in Ivory with Gold, or Green with Gold. Size 8″ wide and 2¾″ high.

SCHEDULE A

Model	St'd. Pkg.	Shipping Wt. Lbs.	List Price
100	10	13	$2.75

Models 100, 200 and 201 may be assorted to make up standard package quantity.



TWINTONE DOOR CHIME

This attractive model strikes two separate successive harmonizing notes, producing beautiful, clear chime tones. For use as maid's calls, office calls and signals, dinner calls, etc. Frequently used for door call service in apartments and small houses. However, for general door call service we recommend the louder President or Sentinel models.

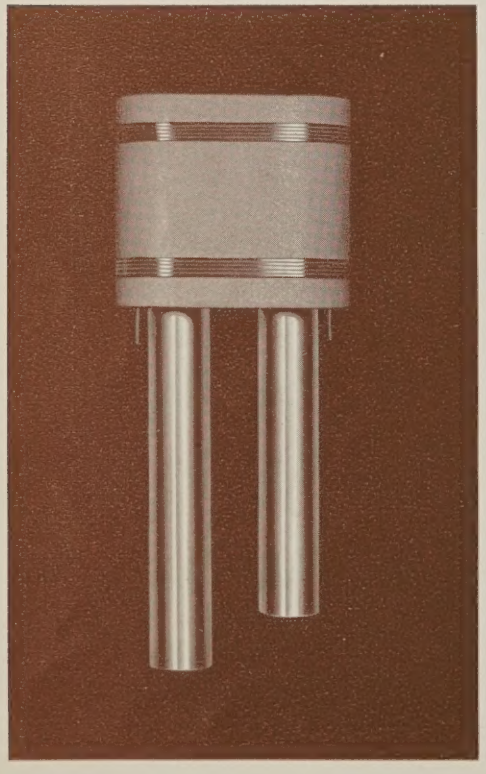
The Double Duty Model produces two different signals as may be required for the front and rear doors. One signal consists of two successive harmony notes, and the other signal is a single mellow chime tone. The Single Purpose Model has the two-note signal only.

Operates on any good bell transformer, 8-10 volts, or on batteries. Size 7″ wide and 3¾″ high.

Beautifully finished in Ivory with Gold, or Green with Gold.

SCHEDULE A

Model No.	Type	St'd. Pkg.	Shipping Wt. Lbs.	List Price
200	Double Purpose	10	16	$5.00
201	Single Purpose	10	13	4.00



SENTINEL MODEL

This model was especially designed to occupy small wall space. Its smaller size (14″ x 6″) allows it to be installed in many places where there might not be room for the larger President models. Though compact in design, it has a beautifully rich, deep, musical tone that is equal in volume to the large tubular chimes. It can be heard distinctly throughout the average residence.

It is available in both single and double purpose types. The double purpose type sounds a two-note signal for the front door and a single note signal for the rear door. The single purpose type has the two-note signal only.

The Sentinel's simplicity of styling gives a pleasing effect and makes it suitable for installation in any type of interior. The chime tubes are Brushed Brass and the housing is furnished in either Statuary Bronze with Brass or Ivory Art Metal with Brass. It is furnished complete with the special transformer required.

SCHEDULE A

Model	Type	St'd. Pkg.	Shipping Wt. Lbs.	List Price Complete with Transformer
300	Double Purpose	10	50	$7.00
301	Single Purpose	10	50	6.25

Black and Chrome or other special finishes supplied at an additional charge of $1.50 list.

SENTINEL SPECIAL

Same in operation as the Sentinel Model but has plain enameled tubes instead of the brass tubes. Also chime tubes are slightly smaller. Ivory finish only.

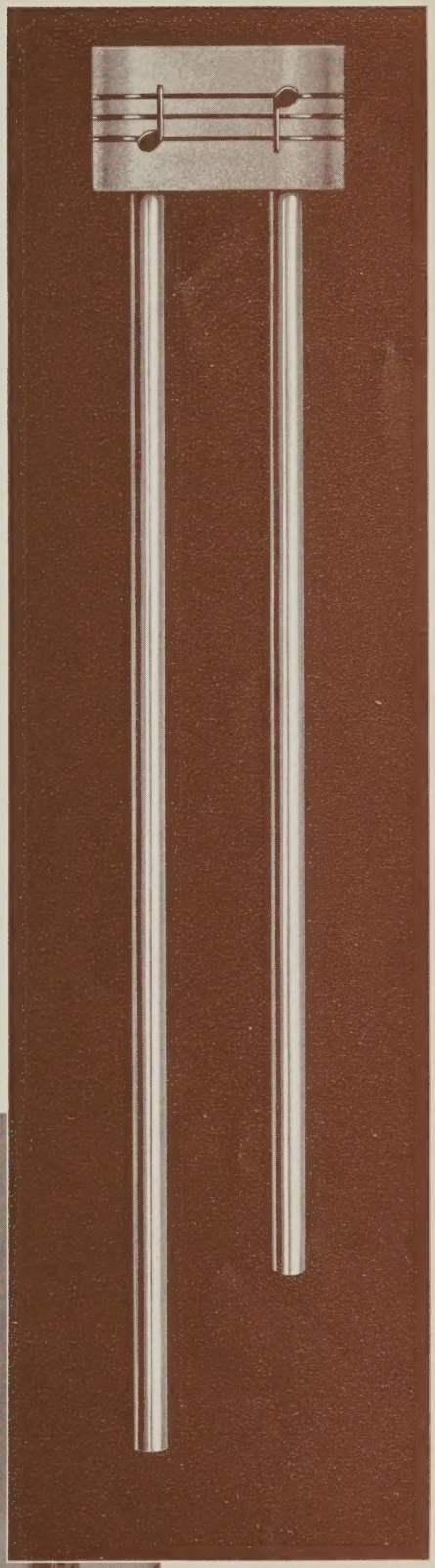
SCHEDULE A

Model	Type	St'd. Pkg.	Shipping Wt. Lbs.	List Price Complete with Transformer
300-S	Double Purpose	10	50	$5.50

Sentinel Models 300, 301 and 300-S may be assorted to make up standard package quantity.

PRESIDENT MODEL

. . . The Modern Door-Bell with the Musical Tone



This popular model is suitable for homes, apartments, penthouses, studios, offices, etc. The President sounds two chime tones audible throughout the average residence . . . the first yielding a beautifully rich chime tone followed by a deeper harmonious tone from the second.

The Double Purpose Model is used to produce two different signals as are usually required for the front and rear doors. One signal consists of the two successive harmony notes and the other is a single vibrant chime tone. The Single Purpose Model is the same in appearance but produces one signal only . . . the two successive harmony notes.

You will find the President as pleasing in appearance as it is in sound. It is 40 inches long . . . a beautiful instrument and a decorative addition to any home. *Standard finishes . . . Ivory Art Metal with Gold, or Statuary Bronze with Brushed Brass. Black and Chrome or other special finishes or voltages supplied at an additional charge of $2.00 list.*

SCHEDULE A

Model	Type	St'd. Pkg.	Shipping Wt. Lbs.	List Price
PO-4	Double Purpose	10	50	$8.00
PO-3	Single Purpose	10	50	7.00

Complete with special Transformer

President Models may be assorted to make up standard package quantity.

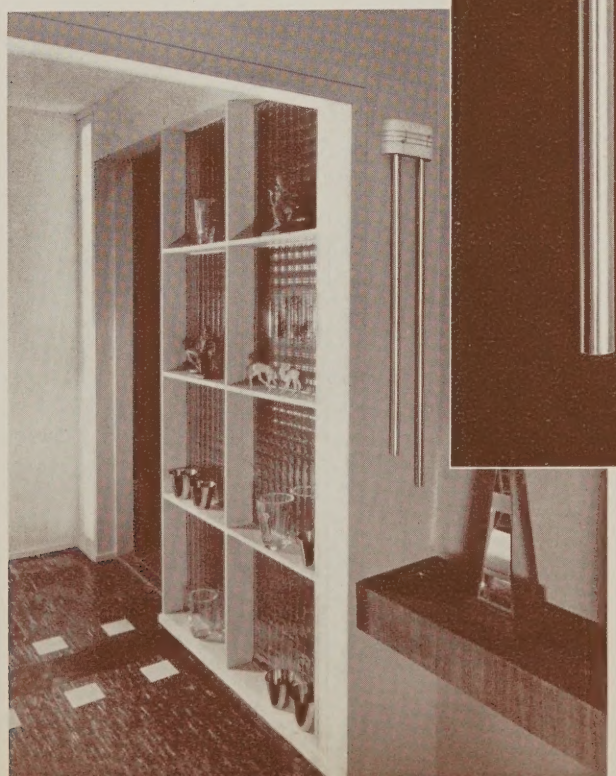


Illustration shows installation of Rittenhouse President Model in House Beautiful's Bride House in Savoy-Plaza Hotel, New York.

AMBASSADOR MODELS

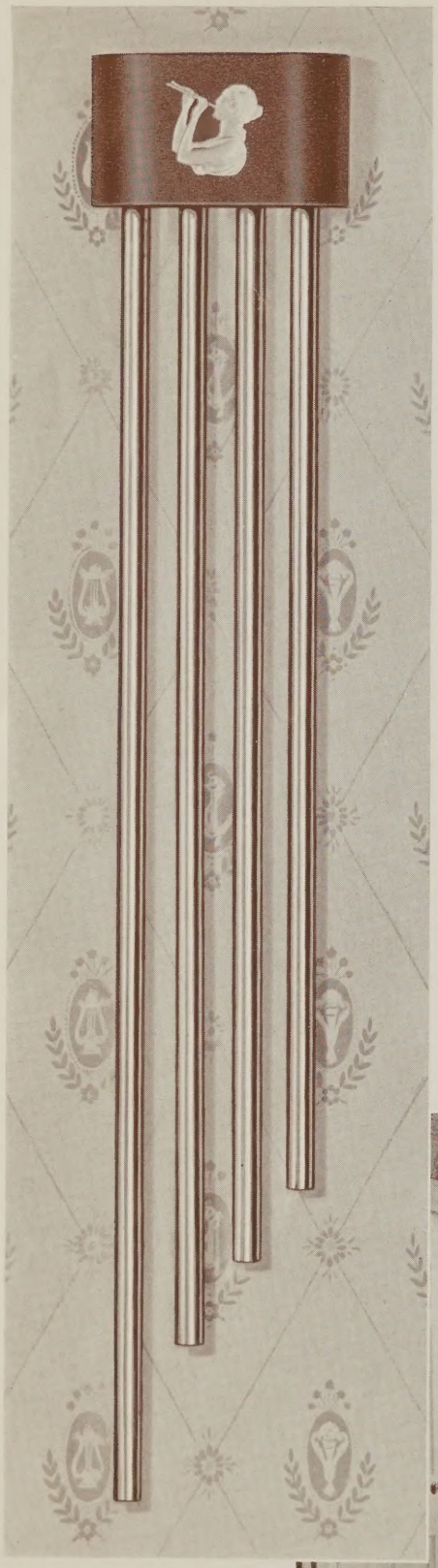
4-Tube Rittenhouse Electric Door Chimes Play Eight Westminster Chime Notes

Gracious living is enhanced by the installation of new Rittenhouse Multi-tube Chimes. A chime for those desiring the finest in electrical chime signals. When the door-button is pressed, the pleasing, musical tones of eight successive Westminster Chime notes, announce guests in a charming manner, eliminating "door-bell nerves." Also available are two separate and distinct single-note signals for rear door calls, maid calls, etc. Operates on alternating current on the transformer supplied with the chime.

Due to advanced design and new methods of construction Rittenhouse is now able to offer these superb multi-tube chimes at popular list prices, $34.50 to $50.00.

Beautifully styled by expert designers in collaboration with architects and interior decorators, the Ambassador Chimes are offered in various finishes to harmonize with any home decorative theme. An ornamental as well as a practical instrument.

Mechanical features include patented synchronous motor mechanism which governs accurate timing of chime notes. Volume control is easily adjusted to individual installations. Easy to install, as chime may be mounted on wall without cutting recess to accommodate striking mechanism. Chime tubes are made of special chime alloy, yielding rich, clear tone quality. Built to give a lifetime of satisfaction.



Ambassador A-400

Illustration shows typical surface mounting installation of Ivory Model A-400. Rittenhouse 4-tube chimes are so designed that no recess need be cut in the wall to accommodate the striking mechanism. This surface mounting affords easy installation in present homes.

AMBASSADOR MODELS

RITTENHOUSE 4-TUBE ELECTRIC DOOR CHIMES

SPECIFICATIONS

AMBASSADOR MODEL A-400

Illustrated on opposite page

The A-400 model is 55″ long by 10″ wide. Chime tubes are 1⅛″ in diameter. The housing is beautifully finished in Ivory Art Metal with Brushed Brass figure or Antique Bronze with Brushed Brass figure. Chime tubes are Brushed Brass. This model can also be furnished with Black and Chrome housing and Chrome plated tubes. For prices on special finishes see schedule below.

SCHEDULE A—STANDARD PACKAGE 1

Model	Finish	Shipping Wt. Lbs.	List Price Complete With Transformer
A-400	Ivory and Brass	15	$34.50
A-400	Bronze and Brass	15	34.50
A-400	Black and Chrome	15	39.50

AMBASSADOR DELUXE MODEL A-500

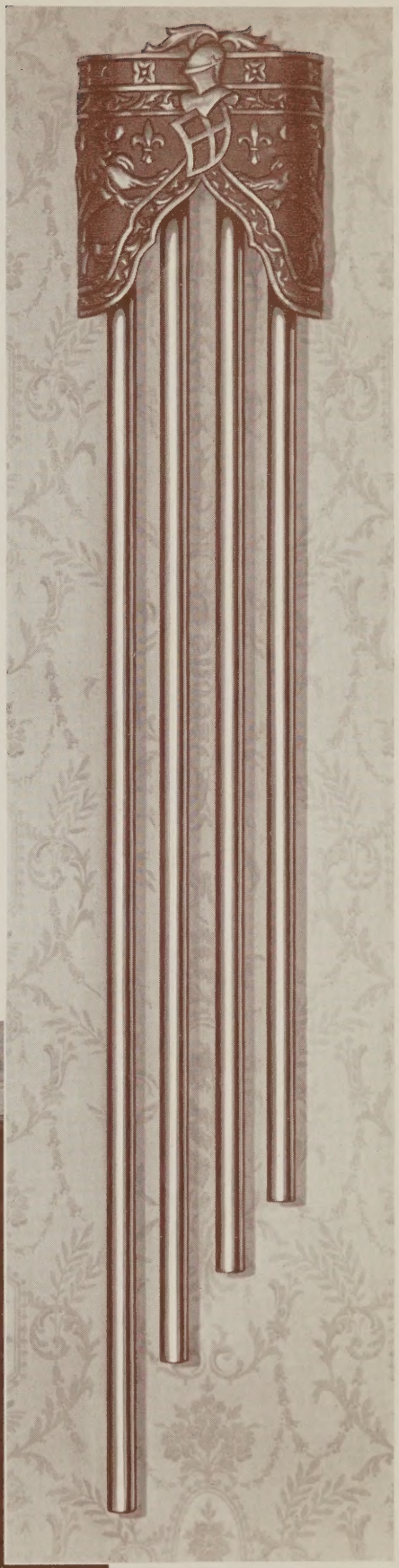
Illustrated at right

It is 60″ long by 10″ wide, chime tubes 1¼″ in diameter. The shield is made of solid cast Bronze, giving a very rich appearance. Particularly well adapted for English or Spanish type homes. The chime tubes are Burnished Brass.

SCHEDULE A—STANDARD PACKAGE 1

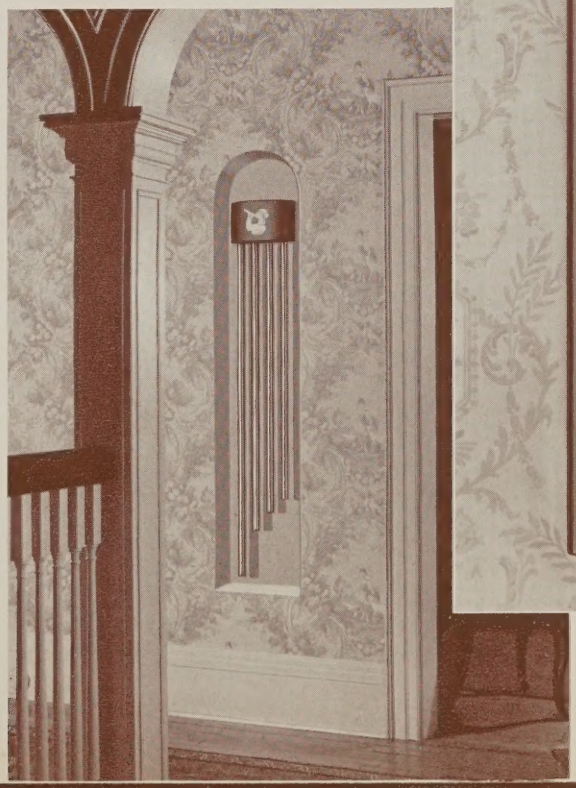
Model	Finish	Shipping Wt. Lbs.	List Price Complete With Transformer
A-500	Bronze and Brass	25	$50.00

Special Finishes—Ambassador models can be supplied specially finished to order. For either housings or tubes specially finished add $5.00 to list price. For both housing and tubes specially finished add $10.00 to list price.
Note: For the A-400 model it is recommended that the decorative figure on the housing be of the same finish as the chime tubes. For example, copper plated tubes should be used with a housing having the figure copper plated to match.



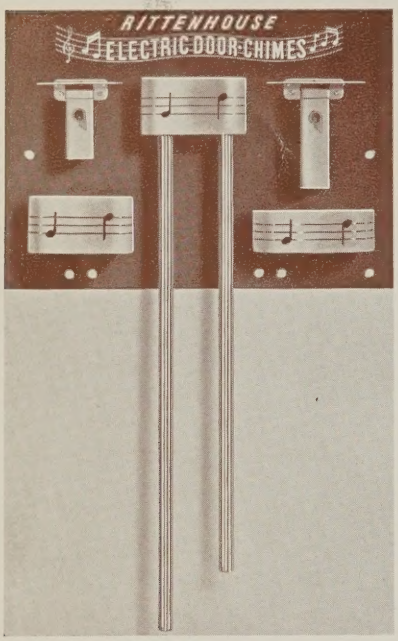
Ambassador DeLuxe A-500

Illustration shows A-400 Model installed in a wall niche. This affords a pleasing setting and is easily accomplished if arrangements are made for the niche during the planning or early stages of construction of the house. These chimes are also frequently installed in niches with an architectural grille covering. All Rittenhouse chime models are adaptable for this type of installation.



DEMONSTRATORS THAT SELL BY "SIGHT AND SOUND"

To make it easy for the customers to decide which type of door chime he likes best, Rittenhouse makes available five types of demonstrators that show the various models. Each demonstrator is furnished completely wired and equipped with chimes, push-buttons and transformer with cord and plug. These demonstrators are proved money-makers. Thousands in use from coast to coast.



Wall Type Demonstration Board

This beautiful display demonstrates four bar chime models (Models 200, 100, R and S) as well as the tubular chime Model No. PO-4. It is 26" wide and 19" high. Furnished completely wired and equipped with the chimes, push-buttons and transformer.

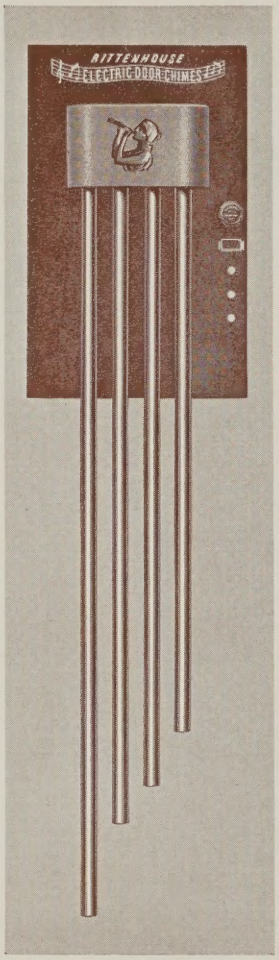
The net price of the complete display covers only the cost of the chimes, push-buttons and transformer—the attractively finished board and the wiring being furnished without charge.

List Price Complete $21.25. Schedule A.

Counter Type Display Stand

A handsome demonstrator for the bar type chimes that is compactly designed to occupy but little counter space. The stand is all metal and beautifully finished in four colors . . . 19" wide by 16" high. Demonstrates bar chime models 200, 100, R and S. The stand is furnished completely wired, including chimes, push-buttons and transformer. The price of the complete display covers only the cost of the chimes, transformer and push-buttons —no charge being made for the all-metal stand or the wiring.

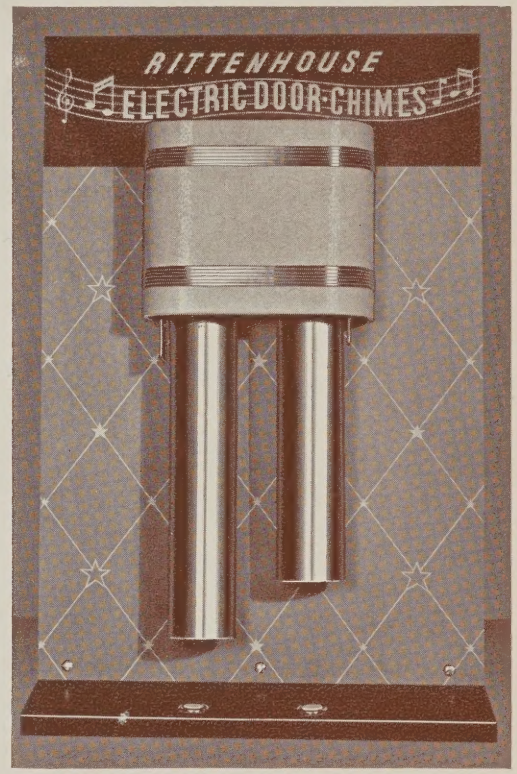
List Price Complete $13.55. Schedule A.



Ambassador Display

A wall type demonstrator showing the Ambassador A-400 model. Like all other Rittenhouse chime displays it is furnished completely wired and equipped with chime, push-buttons and transformer. Size 15" wide by 20" high (60 inches long over all including chime tubes.)

List Price Complete $36.50. Schedule A.



Counter Demonstrator For New Sentinel Model

This attractive display demonstrates the new Sentinel Chime. It is 12" wide by 17" high and is furnished completely wired and equipped with chime and transformer.

List Price Complete $9.00. Schedule A.

Type R Demonstrator

A neat little counter demonstrator for the Type R chime. Size 8½" wide by 11" high. Furnished all wired and equipped with transformer.

List Price Complete $2.00. Schedule A.

NATIONAL ADVERTISING

The nation-wide demand for Rittenhouse Chimes is being created by an extensive advertising campaign in national magazines. Thousands of dollars are being spent every month to get customers into dealers' stores. Everybody knows that the public prefers nationally advertised products.

DEALER HELPS

In addition to the display boards shown above, Rittenhouse provides other forms of sales promotion. Circulars, for mail and counter distribution, display cards, cuts for catalogs and price lists, mats for newspaper ads are furnished without charge. This merchandising service makes it easier to sell Rittenhouse Chimes.

SIGNALLING TRANSFORMERS

In capacities from 50 to 1000 V. A.

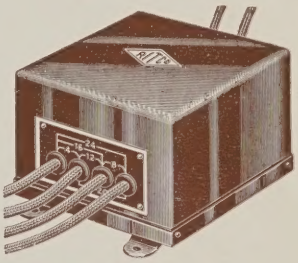
Rittenhouse signalling transformers are designed for operation of the large type alternating current bells, signalling systems together with heat controls, lamps, etc. Both primary and secondary are well insulated, reducing the possibility of current leakage to a minimum. The cases are wax filled, making the transformers practically moisture proof.

They are now made in two types, one for open wiring with exposed 12″ leads on both primary and secondary and the other with enclosed binding post terminals in the connection compartments in each end of transformer. These compartments have knockouts for ½″ conduit. The transformers are furnished with or without fuse receptacle in primary compartment. The electrical characteristics of the two types are identical.

OPEN TERMINAL TYPE

SCHEDULE A—STANDARD PACKAGE 1

Type	Cap. V. A.	Pri. Volts	Sec. Volts	Standard Cycles	Shipping Wt. Lbs.	List Price
SB-60	50	100-120	4-8-12-16-20-24	50-133	3½	$ 4.80
SB-25	50	100-120	4-8-12-16-20-24	25-40	6½	7.70
SD-60	100	100-120	4-8-12-16-20-24	50-133	6¾	7.70
SD-25	100	100-120	4-8-12-16-20-24	25-40	11½	12.40
SE-60	250	100-120	4-8-12-16-20-24	50-133	12½	17.40
SE-25	250	100-120	4-8-12-16-20-24	25-40	15½	27.90
SV-60	500	100-120	4-8-12-16-20-24	50-133	28	28.10
SV-25	500	100-120	4-8-12-16-20-24	25-40	32½	44.90
SW-60	750	100-120	4-8-12-16-20-24	50-133	40	37.30
SW-25	750	100-120	4-8-12-16-20-24	25-40	50	60.10
SX-60	1000	100-120	4-8-12-16-20-24	50-133	56	46.50
SX-25	1000	100-120	4-8-12-16-20-24	25-40	70	74.60



OPEN TERMINALS 50 TO 1000 V. A.

ENCLOSED TERMINAL TYPE*

SCHEDULE A—STANDARD PACKAGE 1

Type	Cap. V. A.	Pri. Volts	Sec. Volts	Standard Cycles	Shipping Wt. Lbs.	List Price
SBC-60	50	100-120	4-8-12-16-20-24	50-133	6	$ 4.80
SBC-25	50	100-120	4-8-12-16-20-24	25-40	10	7.70
SDC-60	100	100-120	4-8-12-16-20-24	50-133	10	7.70
SDC-25	100	100-120	4-8-12-16-20-24	25-40	15	12.40
SEC-60	250	100-120	4-8-12-16-20-24	50-133	15	17.40
SEC-25	250	100-120	4-8-12-16-20-24	25-40	17½	27.90
SVC-60	500	100-120	4-8-12-16-20-24	50-133	28	28.10
SVC-25	500	100-120	4-8-12-16-20-24	25-40	35	44.90
SWC-60	750	100-120	4-8-12-16-20-24	50-133	37	37.30
SWC-25	750	100-120	4-8-12-16-20-24	25-40	47	60.10
SXC-60	1000	100-120	4-8-12-16-20-24	50-133	48	46.50
SXC-25	1000	100-120	4-8-12-16-20-24	25-40	60	74.60

Add 15% for 220-240 volt windings.
*ENCLOSED TERMINAL TRANSFORMERS MAY BE FURNISHED WITH FUSE RECEPTACLE IN PRIMARY COMPARTMENT FOR 70 CENTS ADDITIONAL LIST.

ENCLOSED TYPE 50 TO 1000 V. A.

SPECIAL TRANSFORMERS

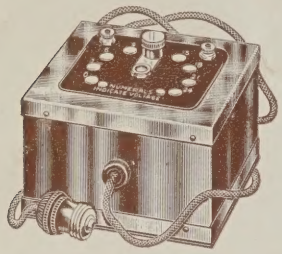
Our Engineering Department is ready at all times to assist in the designing of special type transformers for any and all purposes, in voltages up to 10,000, and capacities up to 1000 V. A.

Prices upon receipt of specifications.

AVERY CLASSICS

TOY TRANSFORMERS

We manufacture a complete line of high grade toy transformers in various sizes and capacities ranging from 20 to 150 watts. They are specially designed for the operation of toy train outfits, toy electric motors, etc. The larger types have fixed as well as variable secondary voltages for the operation of station lights, signals, etc. The variable secondary voltages are in two-volt steps on all models.



SCHEDULE B

Model	Capacity Watts	Pri. Volts	Sec. volts Variable	Sec. volts Fixed	Shipping Weight Lbs.	List Price
Special	20	110	6 to 12	none	2	$1.80
Junior	50	110	5 to 15	none	4	3.20
Genesee	75	110	6 to 20	6-12	6	4.00
Senior	100	110	6 to 20	6-12	6¼	6.00
Niagara	150	110	2 to 30	6-14	8	7.60

Standard package 25 transformers. Models may be assorted to make up this quantity.

INSECT DEATH RAY

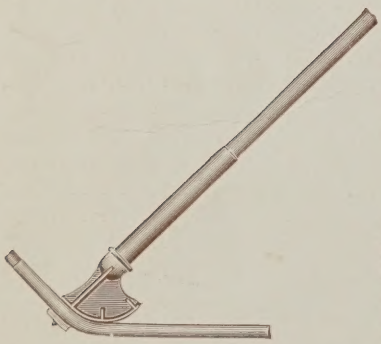
This scientifically designed insect exterminator lures harmful and annoying insects and then electrocutes them. It consists of an electric lamp inside of a wire wrapped fixture and is used for illumination as well as to destroy insects. Widely used on porches, refreshment stands, orchards, gardens, etc. Effective against millers, tiger moths, plume moths, grass moths, leaf miners, plant lice, plant bugs, cutworm moths, leaf rollers, bud moths, and many other harmful and destroying insects. Not recommended for use against the housefly or stable fly.

Send for folder D-R for detailed description of the Insect Death Ray and its applications.

SCHEDULE A

Cat. No.	Type	Std. Pkg.	Shipping Wt. Lbs.	List Price
D-100	Pendant	1	10½	$15.00
D-200	Ceiling	1	7¾	15.00

CONDUIT BENDERS



Rittenhouse Conduit Benders have been on the market for over thirty years. The Bender Head is a semi-steel casting and is guaranteed to stand all kinds of hard usage. It is threaded to take 1¼″ pipe handle. Our stock handle is 1″ pipe reinforced with a few inches of 1¼″ pipe. The curved bending bed (3½″ radius) will not kink or crush the conduit. The Adjustable Bender has hardened steel points which prevent conduit from slipping. Adjustments can be changed from one size conduit to the other in a few seconds.

SCHEDULE C—STANDARD PACKAGE 1

	Shipping Wt. Lbs.	List Price
No. 1 Bender complete, for ½ inch pipe	9½	$5.50
No. 1 Bender head only, tapped for 1¼ in. pipe handle	4½	4.00
No. 2 Bender Complete, for ¾ inch pipe	11½	6.00
No. 2 Bender head only, tapped for 1¼ in. pipe handle	5½	4.50
No. 5-A Adjustable (for ½ and ¾ inch pipe) Bender	11½	7.50
No. 5-A Adjustable Bender head only	5½	6.00

Guarantee

If It's Made By Rittenhouse—It's Guaranteed

When you sell Rittenhouse merchandise you know you have sold a product into which has gone the best of materials and workmanship. You can have complete confidence in selling Rittenhouse products to your customers because for 35 years Rittenhouse has fully guaranteed every product bearing its name.

GENERAL SALES OFFICE: 220 CHURCH STREET, NEW YORK

Warehouse stocks at: Atlanta, Boston, Chicago, Dallas, Denver, Detroit, El Paso, Honeoye Falls, Houston, Los Angeles, Miami, Minneapolis, New York, Omaha, Philadelphia, Portland, San Francisco, St. Louis, Seattle, Syracuse.